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## Investigation of Language and Code Switching in Pakistani Advertisement

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### Abstract

Advertising plays an important and crucial part in our media culture. The language an advertiser uses plays an equally important role in selling of product. The main purpose of this research was to investigate the language used by various companies and individuals to sell their product. The study also highlights the semantic analysis of the language used in the advertisements. The data was collected through internet, the main source was YouTube and Instagram. The collected data includes randomly selected ads of soap, shampoo, biscuit and fairness creams. Through findings, the research revealed the different figure of speech and the use of code switching by the seller to sell his or her product. The findings also show the advantages and the disadvantages of the Fairness cream advertisements. The study is important for the readers as it would act as a platform for future researchers to explore the new dimension in the study.

**Keywords:** advertising; ads; fairness creams; language of advertiser; code switching; advantages and disadvantages of fairness creams.

### 1. Introduction

After the independence in 1947, there had been very few mediums of advertising that covered only local population. The advertising industry in Pakistan included the available medium at that time that were mostly newspapers, magazines and digests. As the time spread, the demand for professional and creative ideas to sell the product increased. Due to various multinational companies in Pakistan and foreign advertising companies the demand of the creativeness and professionals is increasing day by day.

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In 1655, the word advertising was first used in the **Bible** to indicate **notification or warning**. An advertisement is said to be a public announcement, generally printed or oral, made to promote a commodity, service, or idea. All kinds of advertisements have a power to attract customer's attention and persuade them to be interested and to buy the products. The most important method used by media in advertising industry is print ads that can persuade readers by word and images. Different kinds of sellers have different style of writing the message. Some focus on persuasive style, some focus on creativeness. Good advertising comes from the technique of using advertising language. The use of figurative languages, adjectives, compound words, and the unique sentence structure of sentence makes an advertisement unique. The technique of using figures of speech such as, metaphor, pun, hyperbole, or repetition into advertising message is one of the most creative techniques. For example, a banner hanging out a meat shop displays 'آپ کا قیمہ ہم بنائیں گے' on it. The shopkeeper do not plans to make mutton of the customers but the language he used persuade people to come to his shop to get their mutton done. Linguists believe that they can play with words, break the rules of syntax or semantics and create animated expressions by applying figures of speech.

In linguistics, code-switching [6] or language alternation occurs when a speaker alternates between two or more languages, or language varieties, in the context of a single conversation. **Aranoff and Miller** [2] indicate, many linguists have stressed the point that switching between languages is a communicative option available to a bilingual member of a speech community, just as switching between styles or dialects is an option for the monolingual speaker. Urdu language is gradually losing its status and vitality. The English language has been accepted as a replacement for Urdu in various fields. The mixing of English words in Urdu language is increasing day by day. Now code switching is used by advertising agencies as an important tool to target the audience and sell the product.

Now a days not a single aspect of our lives remains untapped by advertising. Popularity of a TV programs is directly proportional to the length of commercial breaks. A popular sixty minutes program consist of fifteen minutes of advertisements. The number of advertisements acquired and published in the dailies, weeklies or monthlies show the success of any print media .At present Pakistani ad industry can easily be segmented into four categories: (a) pure Pakistani - low budgeted, (b) pure Pakistani - high budgeted, (c) Coproduction between India and Pakistan – high budgeted, (d) pure Indian - very high budgeted. At the end of 2010, the advertising spend in Pakistan is 30.0 Billion Rupees (approximately 350 Million US Dollars). TV advertising claims 58% of the Total Advertising Budget in the country and shows the relevance of TV as the most popular medium of communication in Pakistan. Advertisements have become an important part of our daily lives .We are surrounded by advertisements all the time. We watch T.V, read newspaper, or are on our way to school, college or office we came across many advertisements that catches our attention. At present, advertising industry uses every possible media to convey its message. Advertising industry consists of advertising companies that advertise agencies who create advertisements, media, copy writers, brand managers, creative heads, designers and customers.

## **2. Statement of the Problem**

The Language used in Pakistani advertisements has an important linguistic style to persuade people. They even

use code switching technique to increase the worth of their product. The choice of words impregnated in the minds of people, persuade them to buy the product. The advantages and disadvantages of the fairness creams that an advertiser does not highlight in greed of selling his/ her product results in skin problems of the customers. The study helps the readers to explore the TV ads.

### 3. Objectives of the Study

The objective of the study of is to:

- signify how the customers are attracted by the language and code switching in advertisements
- enlist the advantages and disadvantages of fairness creams

### 4. Research Questions

1. How does the language and code switching in advertisement persuade people to buy the product?
2. What are the advantages and disadvantages of fairness creams?

### 5. Significance of the Study

The advertising agencies use different kind of styles to attract the customers. The switching of codes between the on-going ads also plays a key role in attraction of the viewers. Pakistani advertisement have become an important mean of communicating ideas and deliver variety of linguistic feature on its own. The study will help the reader know how the language in ads influence the customers to buy the product, the impact of code switching on viewers and the advantages and disadvantages of fairness creams.

### 6. Delimitation of the Study

It was impossible to cover all advertisements so the study is limited to the randomly selected Pakistani advertisements from YouTube. To analyse the commercials linguistically, the ads are limited to random selected ads of soap, shampoo, biscuits and fairness creams available on YouTube.

### 7. Literature Review

According to **William (Bill) Bernbach**, an American advertising creative director, states in his book that,

**“Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art.”**

In 1966, the main researcher in the field of advertising **Leech** embarked valuable ideas regarding punctuation and semantic highlights in *“English in Advertisement”*. The main focus of his research was the language of television advertising, the style, vocabulary and grammar of English advertising.

In 1978, according to **Leech**, there are five major functions of language. Firstly, language is used to forward some data from one person to another through words or expressions. Secondly, we can express our emotions and

feelings to one another via language. Thirdly, language can tell us the tone of a speaker as if the speaker is commanding or requesting. Then a language can give us an aesthetic delight also. Finally, through language people are socially connected with each other. All these above elements are important for advertising also. So, language plays a critical part in commercials. Advertising language has some fundamental elements and also certain styles and strategies which persuade the consumers [18].

In 1987, **Abudarham** defined codeswitching as:

**“Code switching is the alternative use of each language within the same utterance or conversation”**[1].

In 2006, **Nilep** states,

**“Code switching is the practice of altering linguistic elements so as to contextualize talk in interaction”**[22].

According to **Wells and Burnett and Moriarty** the definition of advertising in 1989 presented was,

**“Advertising is a paid non-personal communication form with an identified sponsor using mass media to persuade or influence the audience.”**

In 1996, **Russell** defined advertisement as

**“It is a mirror of society which reflects the general public we live in.”**

**Bolland McNair** in 2005 defines advertising as the

**“Paid placement of organizational messages”**[21]

In 2005, **Batra** said :

**“Advertising has the potential of promoting materialism, envy, insecurity, and selfishness in the society.”**

## **8. Research Methodology**

The study is based on quantitative method. The method used to carry out this study included a linguistic and semantic analysis of randomly selected advertisements by employing the technique of Content Analysis. The impact of language in TV advertisements on the customers who purchase different products is analysed. The data is collected through watching randomly selected Pakistani advertisements available YouTube. The randomly selected ads include ads of soap, shampoo, biscuit and fairness creams.

### **8.1. Procedure**

To analyse the data, the researcher randomly selected the ads of soap, shampoo, biscuit and fairness creams. The

ads were analysed semantically and linguistically by employing the technique of Content Analysis. The study helps the reader to know different figures of speech used by the advertiser to persuade customer to buy the product. The use of code switching technique is also highlighted in the study. As now a days mixing of Urdu and English language has become a common ingredient of daily routine. The customers get persuaded by the ads and buy the product but the side-effects appear later that are worse. The study also highlights the advantages and disadvantages of fairness creams.

## 8.2. Data Analysis

In 1989, According to Halliday, “The context of situation” agrees that the total environment plays a vital role in making meaning in any condition.” His concept of “the mode of discourse” includes the role played by the language and the functions and channel it uses. All of the advertisements within each set of text are represented in written form through graphic channel and is processed by the eye. The selected advertisements are analysed for their linguistic choices and code switching technique employed to increase the effect of language used. While analysing these ads linguistically the main focus remained on lexico-grammatical choices made in these television advertisements. Data is collected by watching different TV commercial ads available on YouTube. The randomly selected ads include ads of soap, shampoo, biscuit and fairness creams.

### Question no: 1

#### How does the language and code switching in advertisement persuade people to buy the product?

TV advertisements persuade people to buy the products. The variety of advertisements deviates customers’ attention from one product to another. The use of alliteration, rhythm, rhyme, metaphors, simile, and the use of slogans catch the attention of the customers. Even in few ads the customers are commanded to try their product indirectly. The analysis of the ads is given below:



Figure 1: Oreo Biscuit

### Transcript:

Dad: Kya ker raha hy mera bacha?

Child: Baba aaj me aapko btao gi Oreo khane ka tareeqa

Dad: Umm

Child: umm nhi ye BHT **difficult** hai... pehle **twist** karaen, phir **lick** karaen, umm **Yum**,

Dad: **Yum**

Child: uff aapko **yum** Ni kerna me choti hon Na mujhse **control** Ni hota. Phir inko sath laen. Jaisay aap mujhy **hug** kertay ho phir doodh me **dunk** karaen ...

Dad: ab baba ki bari

Child: nai

Dad: kyun?

Child: pehle aap seekh to lo...[23]

#### Analysis:

Analysing the “Oreo Biscuit” ad by keeping its lexico-grammatical choices it is observed that the child seem to be a good Urdu speaker but still she switches her codes to English where directed for instance the words used by her are “**difficult, twist, lick, yum, control, hug, and dunk**”. The Excessive use of **verb** is obvious. It’s clear that the advertiser is focussing to sell his product by casting a child in his ad, the method the child elaborated to eat the biscuit influence the child to signal their parents to buy the biscuit for them. It’s an advertising strategy used by the advertiser to cast a child.



Figure 2: Dove Intense Repair

#### Transcript:

Nae **Dove** k rehte **damage** aapko nhi roke ka, meray **curls** meri **personality** hain, me **straighten** kerti hon kyun k mujhy passand hy, apne **braid** se mujhy khushi milti hy, meray **coloured** baal meri tarha **unique** hain, inhain yunhi chorna mera faisla hy kyun k meray baal hain meri pehchaan taa k aapki khaasiat rahay barqaraar naya **Dove Intense Repair** gehrai se nashonuma karay aur de **unbeatable damage repair** kyun k aap k baal hain aapki pehchaan naya **Dove Intense Repair** [27].

#### Analysis:

By analysing the ad of “**Dove Intense Repair**” for its lexico-grammatical choices it became clear that it makes excessive use of terminology associated with hair like “**damage, curls, straighten, braid, coloured baal**” which can be attributive of hair texture, so an excessive use of adjective is obvious. The ad is over loaded with code switching “**Dove, damage, curls, personality, straighten, braid, coloured, unique, Intense Repair, unbeatable**”. By analysing the ad it's clear that the advertiser is laying stress on buying the product to get rid of damaged hairs and to regain the identity because hairs are personal recognition. The ad contain the word ‘**Dove**’ is symbolic and metaphorical as dove is the name of a bird known for its delicacy, beauty and softness. By taking its name from such a beautiful bird the product expresses that very image of beauty as well. The product admits that after using the shampoo the damage in hair won't stop to style your hair as you want. The words “**unbeatable damage repair**” affirms that the shampoo will provide repair to the damaged hair.



Figure 3: Clear Shampoo

#### Transcript:

Boy: **My ex was a liar.**

Girl: Safaid jhoot, bht **chances** diye

Boy: Magar har baar dhoka

Girl: Kuch dino k liye theek ho jata tha magar phir wohi

Boy: **Once a cheater**

Girl: **always a cheater**

Boy: **I said**

Girl: **Enough** ye nhi chalay ga

Boy and Girl together: Hamra purana **shampoo dandruff** hatane me 100% **fail** isi liye ab sirf naya **clear complete clean**

Girl: **dandruff** mitane ki dugni taqat k sath yani **zero dandruff non-stop**

Boy: Ab **dandruff** jae gi

Girl: Aur wapis nhi aae gi. **We have switched to Clear**

Boy: Aap apna **shampoo** kab badlaen gy?... **CLEAR** [16].

#### **Analysis:**

By analysing the ad of “**Clear Shampoo**” for its lexico-grammatical choices it became clear that it makes excessive use of terminology associated with hair like “**dandruff, clear complete clean, zero dandruff non-stop**” which can be attributive of hair texture, so an excessive use of adjective is obvious. The ad is over loaded with code switching various dialogues are conveyed in English language like, “ **my ex was a liar, chances, once a cheater, always a cheater, I said, enough, fail, clear complete clean, zero dandruff, non-stop, we have switched to clear**” . it's clear that the advertiser is laying stress on buying the product to get rid of damaged hairs and to regain the beauty of hair because the previous shampoo fails to remove dandruff from the shampoo. The ad contain the word ‘**Clear**’ that is metaphorical used twice to have clear and clean hairs. The word “**dandruff**” has been repeated 4 times to highlight the main issue being talked about in the ad. The advertiser personifies ‘**Ex**’ with ‘**shampoo**’ he said that “**my Ex was a liar**” that is his ex-shampoo was liar in satisfying the promise to have clean and clear hair. The last sentences of the ad, “we have switched to Clear. Aap apna shampoo kab badlaen gy?” demands the viewer to stop using their previous shampoo and switch to Clear.

#### **Transcript:**

**Make-up** wala look aaj kal din bhar zaroori hai kyun? **Full day click** kro, **post** kro, **click, post** aur phir **likes**, par din bhar **make-up!** **Madam** skin ka kya hoga? **Relax** ab make up wale look k liye **no make-up** sirf fair and lovely bb cream....(background male voice- Naya fair and lovely BB cream Fairness cream Jo de make-up ka **finish**) ab make up wale look k liye **no make-up**...(background male voice- Naya fair and lovely BB cream) [14].





Figure 4: Fair & Lovely Pakistan BB Cream

#### Analysis:

By analysing the ad of “Fair & Lovely Pakistan BB Cream” for its lexico-grammatical choices it became clear that it makes excessive use of terminology associated with skin like “**make-up**” which can be attributive of resulted beautiful skin texture, so an excessive use of **noun** is obvious. The ad is over loaded with code switching “**Make-up, full day click, post, likes, madam, relax, finish**”. By analysing the ad it’s clear that the advertiser is laying stress on buying the product in the initial sentence “**Make-up wala look aaj kal din bhar zaroori hai**” then on asking the question ‘kyun’ the answer is given further that make-up wala look is required for ‘**click**’, ‘**post**’ and then ‘**Likes**’. Then later the male background voice further clarifies that the cream gives ‘**make-up ka finish**’. From the beginning till the end the quality of the cream is given that it provide make up look that means that you don’t have to apply make up after applying the cream.



Figure 5: Face Fresh

#### Transcript:

Pta hy hamain kya chahiye? Zindagi me kuch na kuch hona chahiye, hona chahiye, thora **love** chahiye thora **sona** chahiye. Aur sab se zaroori hum larkiyo ka **Face Fresh** hona chahiye... isi liye humne chunni **Face Fresh**

**Beauty Cream** (background male voice- **Face Fresh Beauty Cream** chand dino me chehra Haseen tareen) hum larkiyo ka **face fresh** hona chahiye (background male voice- **Face Fresh Beauty Cream**) Jo **face fresh** wohi beautiful [13].

#### Analysis:

By analysing the ad of “**Face Fresh Beauty Cream**” for its lexico-grammatical choices it became clear that it makes excessive use of terminology associated with skin like “**face fresh**”, an excessive use of **noun** is obvious. It’s clear that the advertiser is laying stress on buying the product in the initial sentence “**pta hai hamain kya chahiye**” the answer is given further that “**hum larkiyo ka face fresh hona chahiye**”. From the beginning till the end there is repetition of the word “**hona chahiye**” and “**face fresh**”. The ad is ended by saying that the only face that is termed as beautiful is fresh face indirectly urging the cream to be best suited for the face to have a fresh face. The name of cream and the term Face Fresh are used metaphorically in a way that to have a fresh face the advertiser means a customer to buy Face Fresh Beauty Cream.



**Figure 6:** Zubaida Apa Whitening Soap

#### Transcript:

Bachay to khush hi achay lagtay hain aur un sanwalay salone chehron k liye lae **Zubaida Apa Whitening Soap** kyun k husn ki shuruaat rangat se hoti hai. **Zubaida Apa Whitening Soap** ka rozana istamaal chehra chamkae aur rang gora karay ...ab gora hoga Pakistan [29].

#### Analysis:

By analysing the ad of “**Zubaida Apa Whitening Soap**” for its lexico-grammatical choices it became clear that it makes excessive use of terminology associated with skin like the word “**khush**” is associated with whitening of skin which is due to the whitening soap presented by “**Zubaida Apa**”. It’s clear that the advertiser is laying stress to buy the product to get shining and white complexion. The words “**Zubaida Apa Whitening Soap**” is repeated twice laying emphasis on the buying of the product to make pakistan “**gora**” as the slogan says “**ab gora hoga Pakistan**” that caused negative impact on young girls.



Figure 7: Faiza Beauty Cream

### Transcript:

Sister 1: Aap hi kehti hain achi aadataen jitni jaldi apna lo utna hi acha hy.

Sister 2: Kuch galat kehti hon kya?

Sister 1: Daikhaen api aik nai beauty cream aai hy

Sister 2: Har dosre hafte aik nae **fairness cream** k sath khailna band kro. Aaj se sirf **Faiza Beauty Cream** istamaal kro..

(Background female voice-**Faiza Beauty Cream** me hy **silk extract** iska naya **formula skin** ko de ander se **nourishment** aur issay banae **soft aur silky**.)

Sister 1: Api

Sister 2: **Perfect!**

(Background female voice -**Faiza Beauty Cream** khoobsurati ka asal nikhaar, a **product by Poonia Brothers**)  
[15].

### Analysis:

By analysing the ad of “**Faiza Beauty Cream**” for its lexico-grammatical choices it became clear that it makes excessive use of terminology associated with skin like “**beauty cream**”, “**fairness cream**”, “**silk extract**”, “**ander se nourishment**”, “**soft aur silky**” which can be attributive of beautiful skin texture, so an excessive use of **adjectives** is obvious. The ad is over loaded with code switching “**fairness cream, silk extract, formula, skin, nourishment, soft, silky, perfect, Faiza Beauty Cream**”. it’s clear that the advertiser is laying stress on buying the product “**har dosre hafte aik nae fairness cream k sath khailna band kro. Aaj se sirf Faiza Beauty Cream istamaal kro**”. The sentence is clear in conveying the message that stop using other fairness

creams start using Faiza Beauty Cream from today. Then later the female background voice further clarifies that the cream consists of **‘silk extract’** and **‘naya formula’** that provides **‘ander se nourishment’**. From the beginning till the end the words Faiza Beauty Cream has been repeated thrice that lay emphasis on the importance of cream to be used today.

#### **Question no: 2**

#### **What are the advantages and disadvantages of fairness creams?**

Fairness creams seem to be thriving these days. One brand, which doesn't know whether it wants to be a moisturising soap, a shampoo or a skin cleanser, runs an ad where women are blindfolded and asked to feel the cheeks of their friends to detect what they used to wash their face. And someone actually approved the on-going ad by just checking the cheeks of their friends. This is another tactic used by advertiser to catch attention of female to buy their product. Now a days fairness creams for men are also emerging which show an urge to have white colour among gentlemen as well. But why is it so? Why everyone is behind having white skin? Why people are not comfortable in their own skin complexion? It's due to the complex given by the fairness cream ads. Beside fairness creams now soaps have also joined the business of skin whitening after very successfully creating hysteria about germs on the skin, ignoring the role of skin as a first-line body defence. Fair creams and soaps might have advantages like:

- Change in skin colour.
- Have beautiful complexion.
- Have acne free and pimple free skin.

And some of them might work too. But the question arises do all the creams have the same results? Definitely no! They might have some positive results but they too have side-effects that are worse than the results. Media has played a vital role in promotion of skin whitening creams by showing ads in which they invite a dermatologist who unfairly call themselves cosmetologist and frequently recommend skin whitening treatments. Beside fairness creams, skin whitening injections are a new addition (glutathione). Glutathione whitened the skin by deactivating the enzyme tyrosinase, which helps produce melanin, the pigment that gives human skin its colour.

A practising dermatologist, **DR ASAD KAZIM**, working in Dr Ziauddin Hospital, Karachi says about Glutathione injections that,

**“Repeated injections of the drug could lead to kidney failure, blood poisoning and toxic epidermal necrolysis, in which a large portion of the skin peels off, exposing the human body to many infections.”** [25]

According to **US Food and Drug Administration (FDA)**,

**“The drug glutathione is injected in high doses as a skin-whitener.”**

The skin colour of late pop star Michael Jackson was due to excessive skin-whitening treatment. He was widely criticised for showing his back to his black ancestors. When the insulting attacks became unbearable, **Mr Jackson** told **Oprah Winfrey** in a 1993 interview,

**“I am a black American. I am proud to be a black American. I am proud of my race, and I am proud of who I am. I have a lot of pride and dignity of who I am.”**

**Jackson** revealed that he had a skin disease **leucoderma** that turned his skin white. In 1994, Jackson’s dermatologist, **Dr Arnold Klein**, affirmed that the pop-star had been diagnosed with **vitiligo**, a long-term condition where pale white patches develop on the skin. It’s caused by the lack of melanin, a pigment in the skin [17].

It has made clear by the media that if you have dark complexion you won’t be accepted in the society. The term ‘**gora rang**’ is spread excessively in our society. Most obvious is when rishta walas especially state in their long list of demands that the girl must be fair otherwise there is no deal.

In Pakistan, the fairness mania is on the rise. The media and cosmetic industry seems to have convinced people that dark skin is just not acceptable and without fairness creams and soaps their lives will remain incomplete. Now a days the craze of fair complexion is spread not only among girls of our society but boys are also included in this race. They buy these creams and soaps in efforts to change their skin complexion so they can ‘**fit in**’. People have not only fail to recall their individual identities, they have ignored the consequences of using such products as well.

**Melanin** is a natural pigment that determines the skin colour and protects skin cells from harmful UV rays, thus reducing the risk of cancer. Excessive use of fairness creams damages the melanin because the ingredients used in the products block the secretion of melanin securing their role in protecting the skin from harmful rays.

According to **Dr Debraj Shome**, a top plastic surgeon in India,

**“Fairness creams have harmful chemicals such as hydroquinone, mercury and other steroids which lead to patchy, rough and spotty skin, and premature ageing. Hydroquinone is a severely toxic and powerful chemical that is used in photo processing, manufacturing of rubber and is also used as an active ingredient in hair dying. Mercury, on the other hand, in the form of mercury chloride and ammoniated mercury, leads to the development of skin cancer. These are just a few of the negative effects of these fairness creams and many companies fail to disclose all the ingredients used in the creams”** [12].

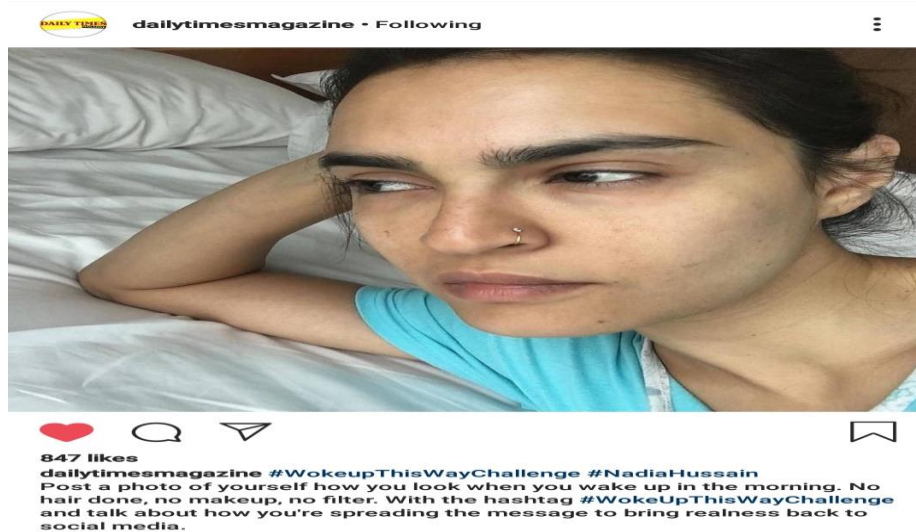
The dark side of the fairness products is that they do not fulfil the promise that they make. No fairness cream can change your skin colour. Every person skin colour is natural just like their hair and eye colour which cannot be changed. When the products are used by the people, they may work temporarily but for long lasting results they abate leading to switching from one product to another. This craze must be stopped and it can only be eradicated if we plan to change the complex.

Women of Worth, an Indian NGO [24], has started the ‘**Dark is Beautiful Campaign**’ to change attitudes towards skin colour. A small step but at least there is some hope for change. A post taken from “dailytimesmagazine” page on Instagram states for the first time in history miss USA, Miss America and Miss Teen are all Black Women.



**Figure 9:** Miss USA, Miss America and Miss Teen USA are all Black Women.

The concept has started to change in Pakistan to bring realness back to media. Various TV actress have posted their selfie without make up to start a woke up challenge to bring back the realness back in the industry. The first among the actresses was **Nadia Hussain** to post her picture without make up and filters. Then **Hania Amir**, **Hira Tareen**, **Zhalay Sarhadi**, **Mahira Khan**, **Cybil Chowdhry** too participated in the woke up challenge. Few pictures which were able to extracted from the net are as follows:



**Figure 10:** Nadia Hussain



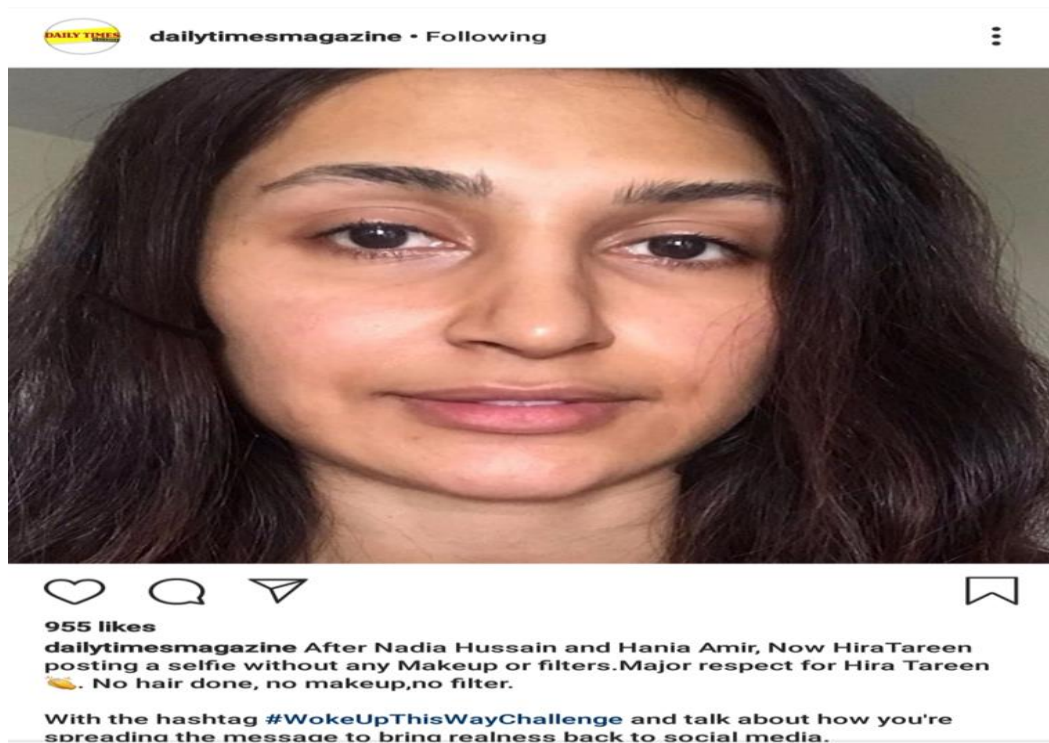


Figure 11: Hira Tareen



Figure 12: Zhalay Sarhadi

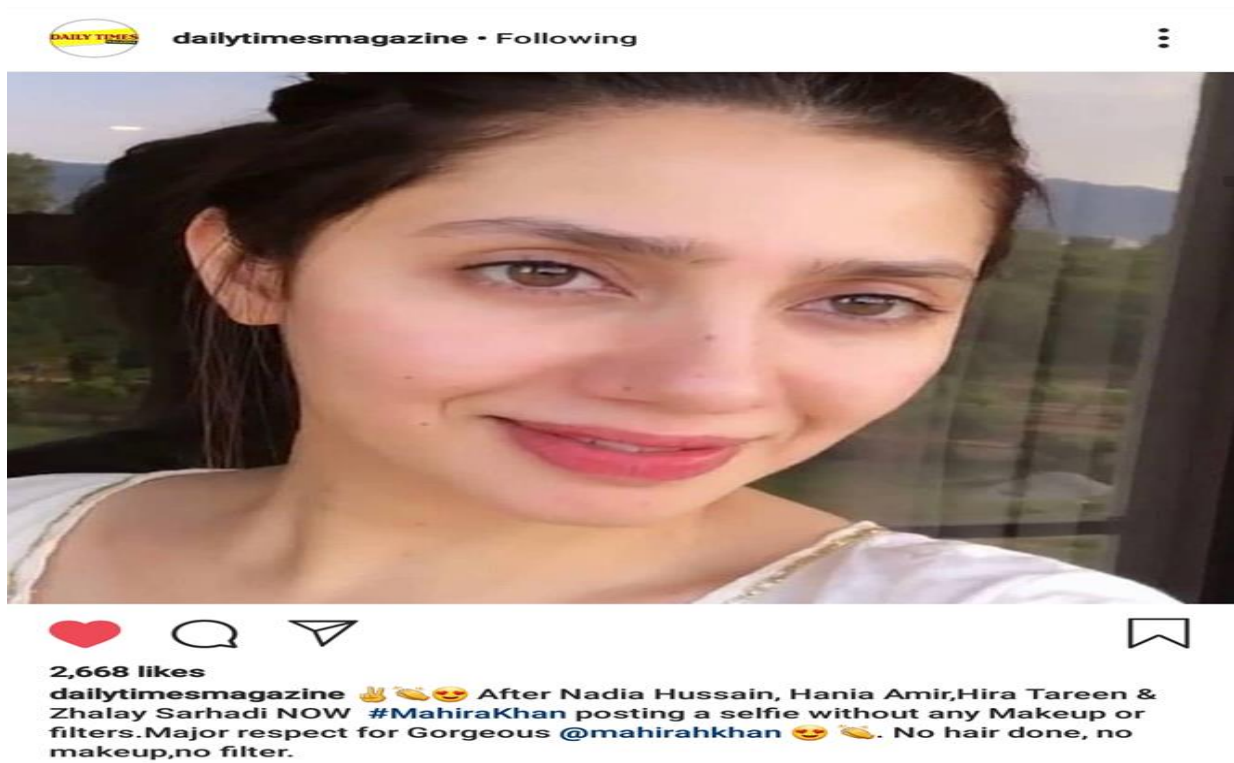


Figure 13: Mahira Khan

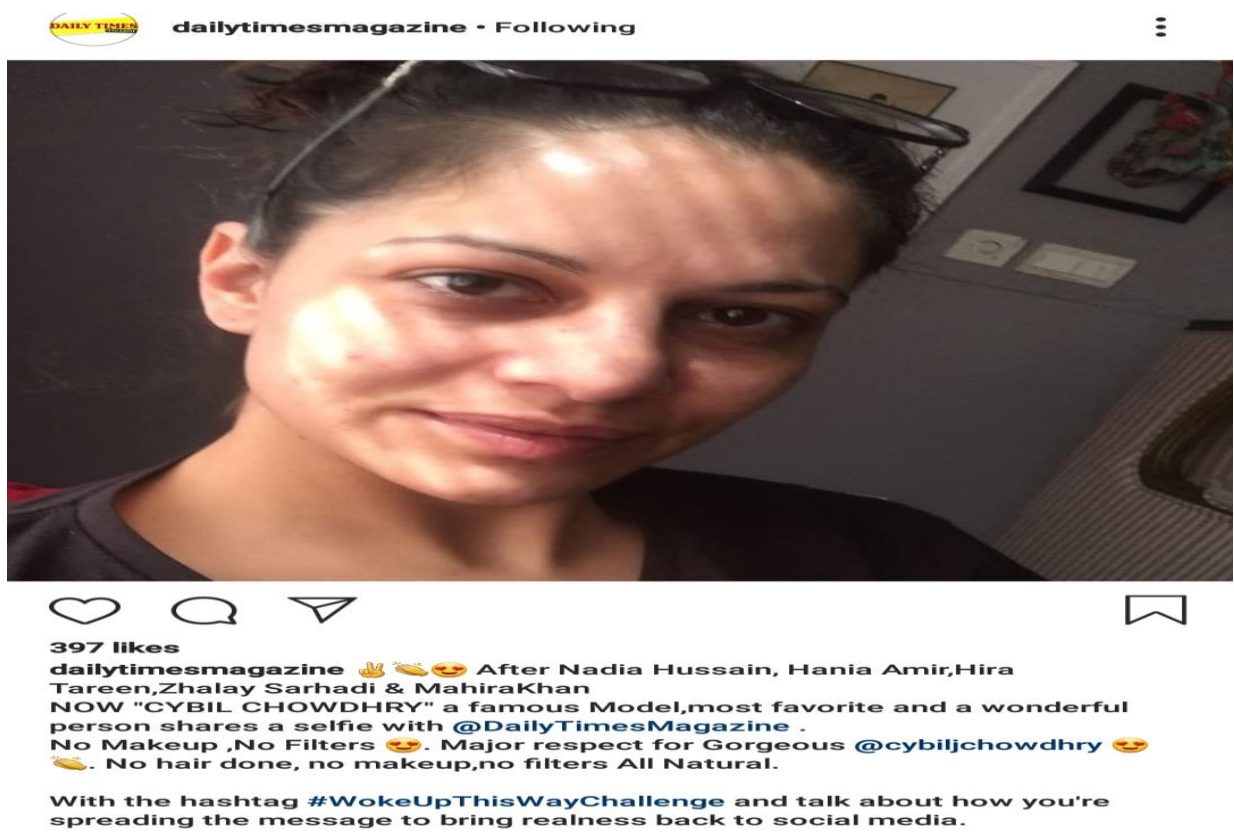


Figure 13: Cybil Chowdhry



**Faiza Beauty Cream**, another widely spread cream across Pakistan has claimed to have positive results but in 2017, **BBC London** ran a story that many shops in London were fined to sell fairness creams that contain harmful and poisonous chemical in their ingredients. And the list of beauty brands included the name of Faiza Beauty Cream as well [26]. Few comments regarding the creams are taken from **Facebook**:



**Figure 14:** Comments from Facebook

**Mahira Khan** [19] is one of the few actresses in the industry who has spoken against Pakistan's fair complexion mania. In an interview with BBC Urdu, she made public that:

**"She will never endorse beauty creams."**

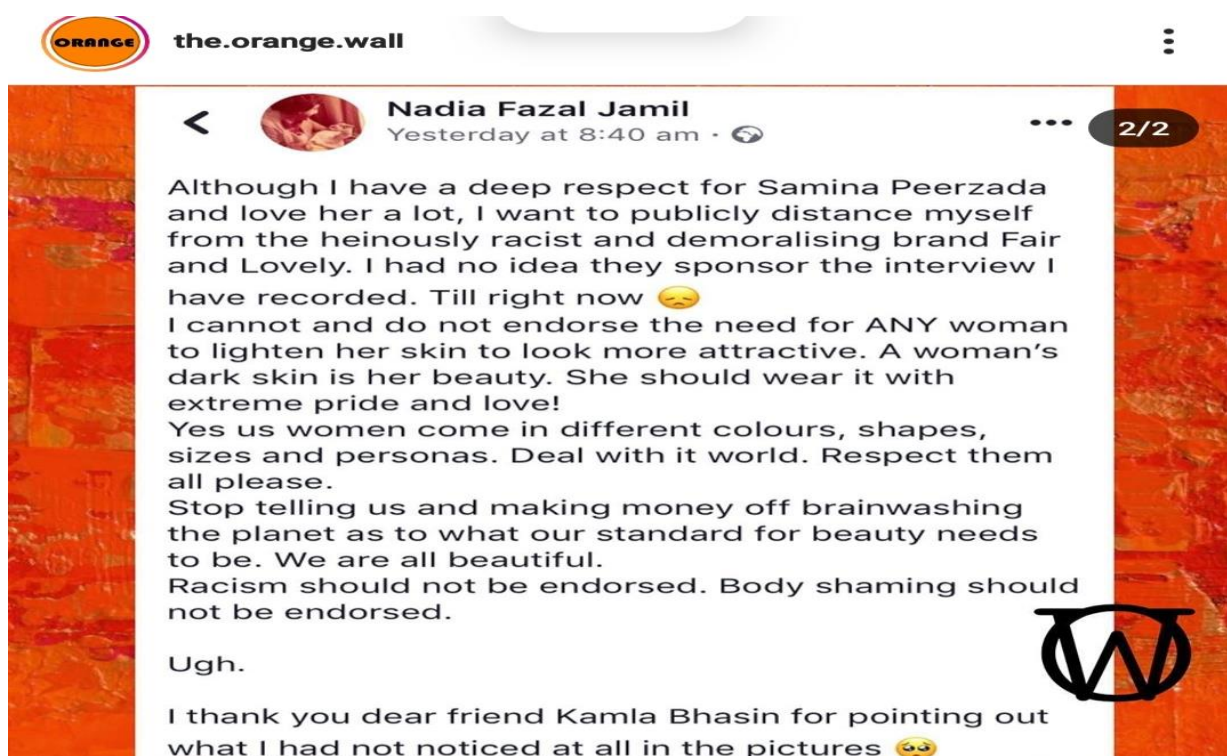
As we need to come out of this 'complex'. She further says that the concept of beauty in our country is restricted to skin tone only.

**"I don't know if we have a complex of being fair or whether we are just fond of fair complexion. "I don't judge people who use or endorse fairness creams but it is dangerous when this whole concept gives you a complex."**

She agrees that our girls in society are asked '**gori hy?**' What sort of a question is that? She further added.

**"We have a very powerful entertainment industry, we are the media. We are watched every day, in every household. If we don't break this concept, we will drive it home [further]. I have strictly decided not to do a commercial that has anything to do with fairness creams"** [19].

Even though we have got freedom from white rule but white skin is still ruling our minds. At least the media should show respect to our skin type and should not promote white skin as superior. **Nadia Fazal Jamil** distances herself from Fair and Lovely brand. She lays emphasis that if a woman has dark skin it's her beauty and she should wear it with extreme pride and love.



**Figure 15:** Nadia Fazal Jamil views

## 9. Conclusion

It is concluded that language has strong impact in advertisements. Application of language in advertisement can bring desirable result. It is useful for attractive motivation among the peoples. The rules of Linguistic are the art to create value in the minds of people and make strong relationship between people and the products. The code mixing technique used by the advertiser, the repetition of words, the excessive use of adjectives, nouns, verbs, compound verbs in the ads give the ad its own identity and is well known by its uniqueness. The advertiser gain trust and then mislead the customers through advertising messages. TV commercials are not the only source of reinforcing to mislead the society but electronic media is the strongest institute to transform any society's values from negative to positive and vice versa. Advertiser creates a fabled dream world where there are no problems, everyone is beautiful, and has money to spare. The picture of women in advertisement is presented in the way which people think women are "supposed to be". Women are shown in all these images as role models, which are unattainable. Females are not able to be happy with their bodies because every day in the media they are told that they are not beautiful. This suggests that the language used in advertisements of beauty creams is selected carefully to exploit the whims of females. So, a language has a vital role but must not be used to exploit its audience not to cause any harm to them.

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